

# WhatsApp Cloud API - Marketing Messages Lite API | Developer Documentation

## WhatsApp Cloud API - Marketing Messages Lite API

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Version

Send marketing template messages with automatic delivery optimization.

Delivers relevant, timely messages to customers most likely to engage, with enhanced deliverability and down-funnel conversion insights.

### Endpoints

POST	<a href="#">/{Version}/{Phone-Number-ID}/marketing_messages</a>
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### POST [/{Version}/{Phone-Number-ID}/marketing\\_messages](#)

Send marketing template messages using pre-approved templates. Supports optional product policy controls and message activity sharing settings.

### Request Syntax

Try it

Select language

---

Select status code

---

Header Parameters

---

User-Agentstring

The user agent string identifying the client software making the request.

Authorizationstring·required

Bearer token for API authentication. This should be a valid access token obtained through the appropriate OAuth flow or system user token.

Content-TypeOne of "application/json", "application/x-www-form-urlencoded", "multipart/form-data"·required

Path Parameters

---

Versionstring·required

WhatsApp API version (e.g., v20.0)

Phone-Number-IDstring·required

WhatsApp Business Phone Number ID

Required

---

Content Type: application/json

Schema: MarketingMessageRequestPayload

Show child attributes

---

MarketingMessageRequestPayload

---

messaging\_product"whatsapp"·required

Messaging service used. Must be "whatsapp"

---

recipient\_type"individual"·required

Type of recipient. Must be "individual"

---

tostring·required

WhatsApp ID or phone number of the message recipient

---

type"template"·required

Type of message. Must be "template" for marketing messages

---

templateobject·required

Show child attributes

---

namestring·required

Name of the template.

---

languageLanguageObject·required

Contains a `Language` object. Specifies the language the template may be rendered in

---

componentsarray of TemplateComponent

Array of `components` objects containing the parameters of the message.

Show child attributes

---

components[]TemplateComponent

---

product\_policyOne of "CLOUD\_API\_FALLBACK", "STRICT"

Optional product policy setting

---

message\_activity\_sharingboolean

Optional flag to control message activity sharing

Responses

---

Send marketing template messages using pre-approved templates. Supports optional product policy controls and message activity sharing settings.

200

Marketing message sent successfully

Content Type: application/json

Schema: MarketingMessageResponsePayload

Show child attributes

---

MarketingMessageResponsePayload

---

contactsarray of object

Show child attributes

---

contacts[]object

Show child attributes

---

inputstring

---

wa\_idstring

---

messagesarray of object

Show child attributes

---

messages[]object  
Show child attributes

---

idstring

---

message\_statusOne of "accepted", "held\_for\_quality\_assessment", "paused"

The status of a WhatsApp message:

`accepted`: The message has been accepted by WhatsApp and is being processed

`held_for_quality_assessment`: The message is being held for quality assessment before delivery

`paused`: The message delivery has been paused

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messaging\_productstring

400

Bad Request - Invalid request parameters

Content Type: application/json

401

Unauthorized - Invalid or missing access token

Content Type: application/json

403

Forbidden - Template not approved or insufficient permissions

Content Type: application/json

Select language

---

Select status code

---

## Authentication

Scheme	Type	Location
bearerAuth	HTTP Bearer	Header: <code>Authorization</code>

## Usage Examples

bearerAuth:

Include `Authorization: Bearer your-token-here` in request headers

## Global Authentication Requirements

All endpoints require:

bearerAuth

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